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BLI HONORS FALL 2005 "PICKS OF THE YEAR"

Xerox Phaser 8550DP

*Outstanding Critical Color Printer,
Fall 2005*

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Producing color output that's among the best observed by BLI technicians to date, the Xerox Phaser 8550DP (\$1,299, estimated retail price) solid-ink printer has earned BLI's Fall 2005 "Pick of the Year" award for "Outstanding Critical Color Printer." Providing a superb performance during its two-month evaluation, the Xerox Phaser 8550DP demonstrated flawless reliability, requiring no service of any kind and not mis-feeding even a single time during its 42,500-impression test period.

"Like all Xerox products, the Phaser 8550DP was easy to set up on the network and the administrative utilities make management of devices on the network a breeze. But what really makes this product stand out is the amazing image quality," said Senior Test Technician Tony Maceri. "Solid ink technology produces output that is ideal for any environment where color is critical. And with a cost per page that's competitive with comparable color laser and business-class inkjet printers, the device is ideal for general business use as well. What's even better is that the simple design of this printer makes routine maintenance effortless."

Indeed, replacing the unit's solid ink sticks is as easy as loading a stapler. The ink sticks, which are numbered, color coded and specially keyed to fit only into their respective slot, need only be dropped into the unit's ink loader underneath the top cover.

Output produced in the unit's default Enhance mode was excellent and colors produced remained extremely consistent throughout BLI's two-month



evaluation due in part to the unit's automatic color calibration. The unit also supports various color standards that allow users further control over color output, including PANTONE-approved solid-color simulations, Adobe PostScript device-independent color and CIE international color standards, as well as ICC and Apple ColorSync color management systems.

Accommodating up to legal-size media, the Phaser 8550DP demonstrated above-average simplex and duplex efficiency rates in both monochrome and color when compared with competitive models and its first-page times for

most file types were among the fastest.

Remarkably, the Phaser 8550DP's exceptional performance comes at a price that is significantly lower than competitive legal-size color laser and LED printers that offer similar features, and while its cost for color output is competitive, its supplies cost per page for black is significantly less than the average for color laser/LED printers tested by BLI to date. The Xerox Phaser 8550DP is highly recommended by BLI for critical color environments with color print volumes of up to 15,000 impressions per month.



Pictured from left to right are BLI's Senior Test Technician Tony Maceri, Xerox Application Engineer Kevin Draz, Xerox Public Relations Specialist Lisa Weaver, BLI's Managing Director Anthony Polifrone and BLI's Senior Printer Analyst Marlene Orr as Xerox Corporation is presented with several Pick Of The Year awards.

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ABOUT BLI'S PICKS OF THE YEAR

Twice a year with its "Pick of the Year" awards, BLI gives special recognition in each category to those products that provided the most outstanding performances in BLI's exhaustive lab tests.

BLI's awards stand alone in that they are based on a rigorous battery of lab tests that takes approximately two months to complete and includes an extensive durability test, during which each unit is run at the manufacturer's maximum recommended monthly volume. BLI's durability test is unique among office product evaluations and uniquely qualifies BLI to assess reliability, which is a critical factor for buyers and IT directors, given that virtually all of the products are designed for use on networks.

In addition to assessing reliability, in terms of the number of service calls and PM (preventive maintenance) calls required, as well as misfeed frequency, BLI's comprehensive evaluation includes an assessment of copy and print quality, productivity, ease of use and economy, as well as connectivity issues such as feedback to workstations, administrative utilities, print drivers, multitasking and scanning solutions. Each product that successfully passes BLI's lab test earns BLI's "Recommended" or "Highly Recommended" seal and a BLI "Certificate of Reliability" and qualifies as a "Pick" award contender. Consequently, a BLI "Pick of the Year" is a hard-earned award that buyers and IT directors can trust to better guide them in their acquisition decisions.

